

SEARS, ROEBUCK WILL OPEN NEW STORE TOMORROW

**General Business in San Jose
Warranted Building
Manager States.**

Another indication of the development of San Jose will be evidenced tomorrow morning when Sears, Roebuck and Company throw open their doors of their newly completed department store located at 350 South First street.

According to B. C. Hollister, district manager for the merchandising company, its general business in San Jose has warranted the building of its splendid new store.

Hollister said, also, "It has always been the objective of Sears, Roebuck and company, to be of utmost service to the communities in which it has stores as well as to enter into the various civic activities. Ever since the establishment of our original store on the site of the Bianchi Department Store, 44-48 North Market street, our San Jose business has made splendid progress and it is therefore with the view of rendering still better service that our new building has been erected in a more convenient location."

TWO STORIES HIGH.

The new store is two stories high and has floor space of approximately 20,000 square feet.

In the many lines of guaranteed merchandise to be carried in the new store, the company will feature such outstanding lines as automobile tires and accessories, camping and sporting goods, washing machines, electrical appliances for household and artisans' uses, radios, paints, tools and an unusually well selected line of household goods.

Although territorial offices of the company are located in Los Angeles, the headquarters office for the San Jose store is at the Sears, Roebuck & Co. department store at Mission and Army streets in San Francisco.

Company officials point out, however, that except for the general policies in store operations, all details of store management are handled by the local store manager. A. B. Castleman has been appointed to this position in San Jose.

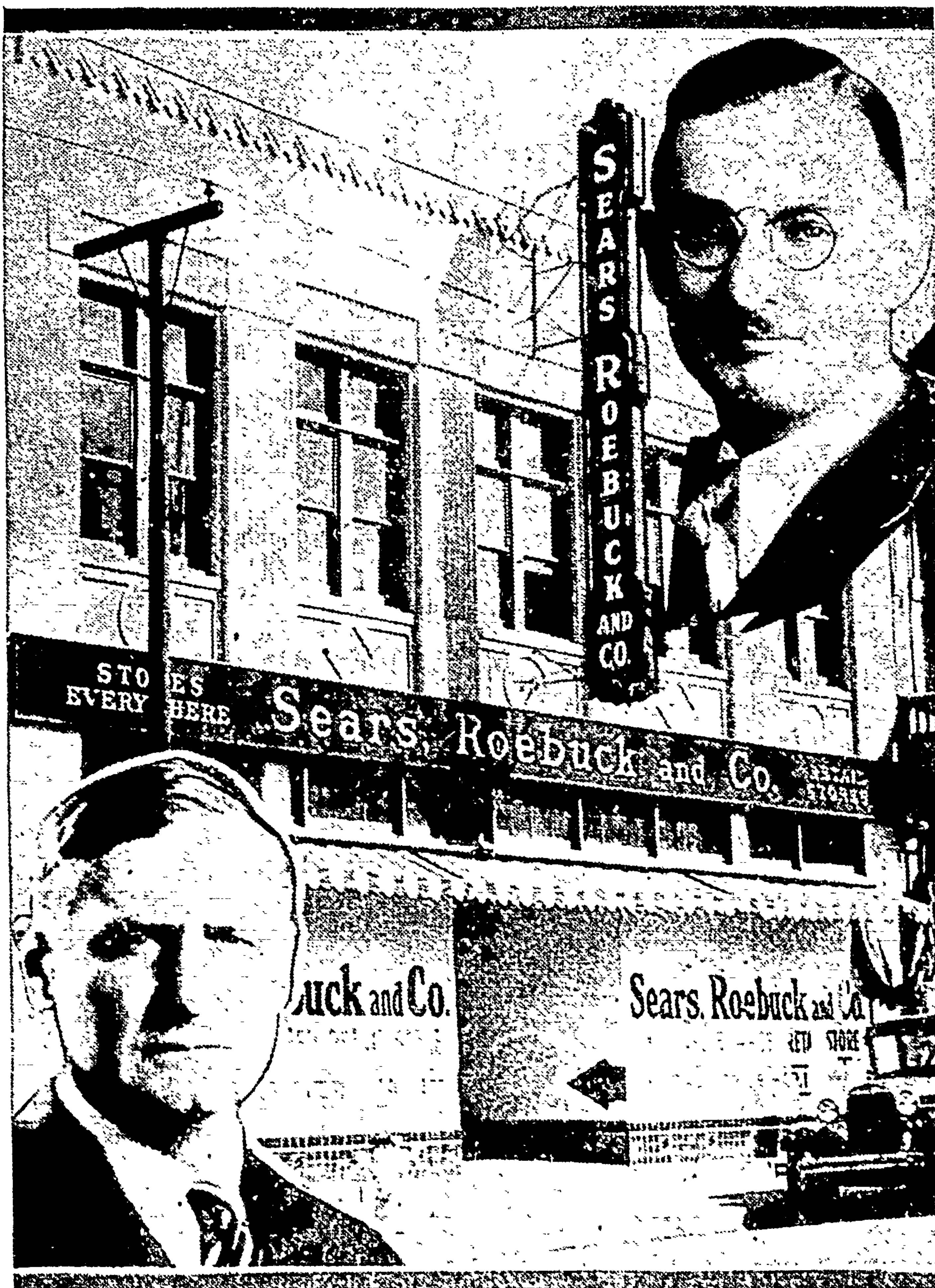
HAVE 300 STORES.

Sears, Roebuck and company now have more than 300 retail stores of all types in operation throughout the United States. Other stores in the San Francisco district are in Fresno, Sacramento, Stockton, San Luis Obispo, San Francisco and Reno, and another store will soon open at Oakland.

Including these stores and one scheduled to open in Pasadena some time in the near future, the company will then have 15 stores serving the state of California.

Hollister stated that the new store in San Jose will be considerably more complete than the old store

The Result of Good Business



Completely stocked with retail goods of all varieties, Sears, Roebuck and company will open a new store tomorrow morning at 350 South First street in the building shown above that has just been completed. At the lower left is General R. E. Wood, president of the organization, and at the top right is A. B. Castleman, manager of the new store.

—Mercury Herald Photo.

from a merchandising standpoint, and that much of the new merchandise has been purchased specially to suit the needs determined after one and one-half years close study of San Jose's requirements.

mund L. Gros, founder of the Lafayette Escadrille; the aviators, Paul Rockwell, Charles Sweeney and

Robert Soubiran, and several other American veterans of the French army.

First U. S. War

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